

Title: Policy & Marketing Specialist

Person in Position:

Responsible to: Executive Director

FLSA Status: Non-Exempt

Position Summary:

- Teacher Placement engagement and website ad sales
- Update all websites
- Database and online meeting event set-up
- Manage the association's state convention exhibit hall and coordinate sponsorships, program ads, and sponsored breakout session sales
- Invoicing
- Policy website updates, questions, and login/password assistance
- Format school district policy manuals and work with Director of Policy & Legal Services
- Assist with administrative search services

Qualifications:

1. Associate degree or equivalent qualification / experience.
2. Excellent communication and human relation skills.
3. Excellent multi-task/project management skills.
4. Must have computer experience in the Windows environment.
5. Experience or willing to learn web enabled database management.
6. Experience or willing to learn general bookkeeping procedures.
7. Must be able to work independently and collaboratively.

Essential Functions:

1. Provides marketing and policy services for the Association.
2. Generates billings, receipts and makes comparisons to ensure payments are accurate along with general bookkeeping duties.
 - a. Generates billings for workshops, meetings, seminars and conventions.
 - b. Receipts tracking.
 - c. Assists finance office in general office duties.
3. Performs the duties of Convention Exhibit Manager and all marketing for the annual convention.

- a. Oversees exhibitor relationships.
- b. Disseminates and maintains exhibitor contracts.
- c. Bills exhibitors and ensures that payments are received.
- d. Assigns exhibitor location and space based on contracts.
- e. Manages the exhibit hall – both leading up to and the day of the event.
- f. Manages exhibitor database.
- g. Coordinates convention marketing.

Associated Functions:

- a. Follow ASBSD policies, procedures and staff operating principles.
- b. Make good use of Association resources.
- c. Able to work with confidential information.
- d. Able to sit and operate a computer for extended periods.
- e. Able to occasionally lift and/or carry materials or equipment over 40 lbs.
- f. Able to walk up and down stairs while lifting materials or equipment.
- g. Able to drive a vehicle.
- h. Perform other duties as assigned for the efficient and effective operation of the Association.

Knowledge, Skills and Abilities:

- a. Knowledge and/or willing to learn website design and function.
- b. Knowledge and/or willing to learn basic bookkeeping.
- c. Knowledge of applicable ASBSD, state and federal laws, rules and regulations.
- d. Able to communicate information clearly and concisely.
- e. Able to multi-task.
- f. Works cooperatively with ASBSD staff, members, stakeholders, and exhibitors.
- g. Maintains positive, optimistic attitude.

Terms of Employment: This employee is an at will employee.

Other: ASBSD reserves the right to change this job description for the efficient and effective operation of ASBSD.

Evaluation: Performance of this job will be evaluated in accordance with this job description, Association's accountability process, evaluation policy and Staff Operating Principles.

Revised: May 17, 2007; April 1, 2009; October 11, 2024; July 8, 2025